

**CLAIMS**

1. A method of facilitating identification of audio and/or video productions, said method comprising  
maintaining a register of unique program identification codes which identify  
5 corresponding audio/video productions,  
assigning a new unique program identification code on request from a producer of a new audio/video production,  
up-dating the register with said new unique program identification code in association with said new audio/video production,  
10 acquiring items of audio/video material for use in forming said new audio/video production,  
generating during acquisition of said audio/video material items a unique identifying code for each of said audio/video material items, and  
populating said register with said unique identifying codes in association with  
15 said unique program identification code.
2. A method as claimed in Claim 1, comprising  
editing said audio/video material items by selectively combining said items of said audio/video material to form said audio/video production, and  
20 up-dating said unique identification codes in association with said unique program identification code corresponding to said selective combination.
3. A method as claimed in Claim 1, comprising  
- identifying the copyright owner of said audio/video production, and  
25 - storing the copyright owner of said audio/video production in said register in association with said unique program identifier.
4. A method as claimed in Claim 3, comprising the steps of  
- identifying the copyright owner of each of said items of audio/video material  
30 used to form said new audio/video production, and

- populating said register with said copyright owner of each of said audio/video material items in association with the corresponding one of said unique identification codes.

- 5           5.       A method as claimed in Claim 1, comprising the steps of  
- selling the new unique program identification code to the producer.

6.       An asset management system for facilitating identification of audio and/or video productions, said asset management system comprising  
10       a database for storing data representative of a register of unique program identification codes which identify corresponding audio/video productions,  
an asset management processor coupled to said database which is arranged in operation to assign a new unique program identification code on request from a producer of a new audio/video production, and to up-date the register with said new  
15       unique program identification code in association with said new audio/video production, and  
an audio/video generation apparatus for acquiring items of audio/video material for use in forming said new audio/video production, said audio/video generation apparatus being arranged in operation to generate a unique identifying code for each of  
20       said audio/video material items, wherein said asset management processor is arranged in operation to receive said unique identification codes and to store said codes in said database in association with said unique program identification code.

7.       An asset management system as claimed in Claim 6, wherein said asset  
25       management processor is arranged in operation  
- to receive rights data representative of ownership rights of said audio/video productions and/or said audio/video material items, and  
- to store said rights data in association with the corresponding unique program identification code and/or said unique identifying code in said database.

- 30       8.       An asset management system as claimed in Claim 6, wherein said asset management processor is arranged in operation

- to receive royalty data representative of an agreed royalty for use of said audio/video productions and/or said audio/video material items, and

- to store said royalty data in said database, and consequent upon a request for use of at least one of said audio/video productions and/or said audio/video material items, said asset management processor is arranged in operation to calculate the cost of using said productions and/or material items.

9. An asset management system as claimed in Claim 6, wherein said asset management processor is arranged in operation

- to receive analysis data representative of a respective proportion of consumers which have consumed said audio/video productions and/or said audio/video material items, and

- to store said analysis data in association with the corresponding unique program identification code and/or said unique identifying code in said data base.

10. An asset management system as claimed in Claim 9, wherein said asset management processor is arranged in operation to calculate said royalty payments in dependence upon said royalty data in combination with said analysis data.

11. An asset management system as claimed in Claim 6, wherein said unique program identification code is a UPID or the like.

12. An asset management system as claimed in Claim 6, wherein said unique identification code is a UMID or the like.

13. A method of facilitating identification of audio and/or video productions as claimed in any of Claims 1 to 5, wherein said unique program identification code is a UPID or the like.

14. A method of facilitating identification as claimed in any of Claims 1 to 5, wherein said unique identification code is a UMID or the like.

15. A computer program providing computer executable instructions, which when loaded on to a data processor configures said data processor to operate as an asset management system as claimed in any of Claims 6 to 12.

5 16. A computer program having computer executable instructions, which when loaded on to a data processor causes the processor to operate in accordance with the method according to any of Claims 1 to 5, 13 or 14.

10 17. A computer program product having a computer readable medium having recorded thereon information signals representative of the computer program claimed in any of Claims 15 or 16.